

October 2025

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Communicate

Email

The threshold for consecutive soft bounces required to trigger an automatic unsubscribe has been increased from 10 to 50.

Other feature releases

Bot clicks

The [bot clicks policy](#) has been updated to include a new Android bot that replaces a previously identified bot.

Self-serve imports

You can now create and manage your own imports. Imports allow you to perform a one-time or recurring import of an email or phone number list that you can leverage in your audience.

Learn more about how self-serve imports and how to create a job:

- [Understand import lists](#)
- [Create an import job](#)
- [Understand import job and run statuses](#)
- [Set up platform notifications for import jobs](#)